Nebraska K-12 Fine Arts Standards: Media Arts Glossary/Supplementary Material

(Jan 22, 2014 edit: December 6, 2013 Nebraska State Board of Education draft)

What Should Be Taught in Media Arts?

Media arts is a unique medium of artistic expression that can also amplify and integrate the four traditional art forms by incorporating the technological advances of the contemporary world with an emerging skill set available to students and teachers. Media arts students cultivate both artistic abilities and technological skills.

In this ever-changing and dynamic discipline, primary categories in media arts now include:

- Moving Image
    - Cinema/Video/Animation – narrative, non-narrative, environmental, experimental
- Imaging Design
    - digital process-based imagery, code enhanced (e.g., the image has code embedded for interactive and adaptive purposes)
- Sound Design
    - digital process-based aural synthesis and engineering
- Interactive Design
    - web, game, sensory-tech, creative code
- Multimedia and Intermedia
    - additive and hybridizing mixtures
- Virtual Design
    - 3D, 4D, 5D (spatial, animated, nonlinear, interactive) environments, structures and experiences

Link to NCCAS National Standards for the Media Arts, 2012
http://nccas.wikispaces.com/NCCAS+and+Media+Arts

Link to NCCAS **Glossary of terms** for Media Arts (Appendix II)
http://nccas.wikispaces.com/file/view/Media%20Arts%20position%20paper%20and%20FAQs.pdf/439573856/Media%20Arts%20position%20paper%20and%20FAQs.pdf

Searchable terms and potential interdisciplinary activities

Blogging, incorporating images and video
- Create a blog, add images and/or video, and elicit responses from classmates
- Conduct ongoing critiques using class blogs
- Write music and/or movie reviews in a blog

Commercial Advertising
- Create a PSA (Public Service Announcement)
- Create a yearbook advertising campaign.
- Using historical references, design a student election campaign (e.g., homecoming, student council)
- Produce a commercial for a product and evaluate it based on commercial art principles

Illustration
- Take a photo or a series of photos and add captions to tell a story create a poster
- Design a graphic novel
- Collaborate with your school newspaper for student-produced comics

Digital imaging
- Create poster designs for school community organizations
- Create portrait collages
- Use photo restoration for historic or damaged photos of school/community
- Produce fine art work using image manipulation
- Morph unrelated images to produce a hybrid photo
- Use appropriate well-known images to create "updated" versions while observing fair-use guidelines

Ethics
- Respect and awareness of copyright laws
- Understanding of personal liability issues
- Determine authorship, copyright, message, and copyright of various websites

Interviews
- Research a media career and conduct an interview with a person in the field
- Conduct an interview, produce the follow up and recap using video, audio, etc.

Mobile devices
- Explore the concept of message mobility and message simplicity
- Design a message/ad for a variety of devices and analyze the change in visual elements/quality
- Create/Re-design a logo for a mobile app

Video Production
- Choose a theme/character, create a storyboard, and/or produce a video production
- Reenact or reimagine a historical event/topic
- Develop a how-to video of a skill or process
- Create a visual record for science experiments
- Create and publish a lip dub

Online art gallery
- Create a slide show of student work.
- Take a virtual tour and analyze its sensory elements
- Create a virtual tour with student photographs of school/community
- Create an individual student portfolio of work

Podcasts
- Choose a school issue and create an individual or group podcast about it
- Collaborate with student radio station to produce podcast
- Create an instructional podcast for other students
- Interview a classmate, principal, teacher, parent

Public Service Announcement (PSA)
- Choose a school/community issue and use commercial art and the power of imagery to create a PSA on that issue
- Work with community non-profit groups to create awareness of public issue
- Create a poster for a local event

Audio broadcast
- Have students design and/or participate in school announcements
- Use student announcers at athletic events

Reflection
- Watch a particular form of media arts and discuss audience reaction
- Survey audience members after viewing media arts

Research
- Choose a topic and conduct research gathering images, video, and other sensory data
- Investigate the validity of a website

Graphic Design
- Create posters for school events (e.g., athletics, dance, performance)
- See PSA (above).
- Create a logo for a local non-profit organization
- Photograph community events and publicize

Social media
- Contact other students/programs nationally/internationally to collaborate on projects
- Analyze the message and effectiveness (visual and otherwise) of social media sites
- Critique appropriateness of various social media outlets/sites
- Determine message and audience for various social media

Sound design
- Identify and explore sound effects in different media
- Create and record different sound effects and evaluate their effect
- Add sound to a production (e.g., movie, podcast)
- Create a music video
- Explore the effects of music on mood

Stop-motion animation
- Set a task and create short stop-action animation with characters (drawing, video, photos, etc.)
- Design a Zoetrope to simulate motion through 2-D drawing
- Recreate a short story, event, or fable using stop-motion animation

Time-lapse photography
- Create an instructional video using time-lapse photos
- Use time-lapse photography to create transitions

Video boards/display
- Study the use and purpose of a public video board
- Design an ad for a video board
- Maintain current events through the use of a video board
- Encourage audience participation through posting lyrics at public events

Web page design
- Explore website appeal, design, audience, and effect
- Storyboard a new website design
- Design and maintain a publicly accessible art page